

STRATEGY UPDATE

Our Vision for the Future

We are committed to driving innovation and growth...
and growth...

3 REASONS WHY YOUR EMPLOYEE MESSAGES DON'T SURVIVE AI AND HOW TO FIX IT

Staffbase : AI-native Employee Experience Platform built for the hardest-to-reach employees.

New factory open!

Join a virtual tour of our new Boston home

Welcome, Steve!

Your first week's episode is here! ➡️ AI Vandelay Podcast

2:34 - 0:40

Workmate

Hi Steve! I'm Workmate, your go-to helper for getting set up and finding answers.

I hope you are enjoying your first week at our Little plant. How can I help you?

Are there any open onboarding steps?

Ask me anything ...

Staffbase Connectors

- OneDrive
- SAP Concur
- Cornerstone
- Workday
- Slack
- Jira
- Salesforce
- ServiceNow
- MS Teams

Vandelay voted Top Global Workplace

Dear Team,

I am thrilled to share that our company has been recognized as a Top Global Workplace. This honor is a direct reflection of the commitment, collaboration, and spirit you bring to work every single day.

Being recognized on a global scale is no small feat. It means that across all regions, functions, and teams, we are consistently building a culture where people feel valued, inspired, and empowered to do their best work. That culture doesn't come from policies or programs alone—it comes from you.

AI KNOWS THE WORLD. IT KNOWS NOTHING ABOUT YOUR WORK.

ChatGPT, Gemini, ...

95%+ of the answers are
already part of the model itself!



Company GPT

I am
useless
without
context.

FAILURE POINT #1: ENTERPRISE CONTEXT IS EASY, JUST SEARCH!

1.2_LIVE

STRATEGY UPDATE

Our Vision for the Future

We are committed to driving innovation and growth...

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STRATEGY UPDATE

Our Vision for the Future

We are committed to driving innovation and growth...

and...

Focus on Safety & Quality

Empowering Our People

Customer Experience

1.1_FINAL_CEO_VERSIO

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DRAFT 0.9

Our Vision for the Future

We are committed to driving innovation and growth...

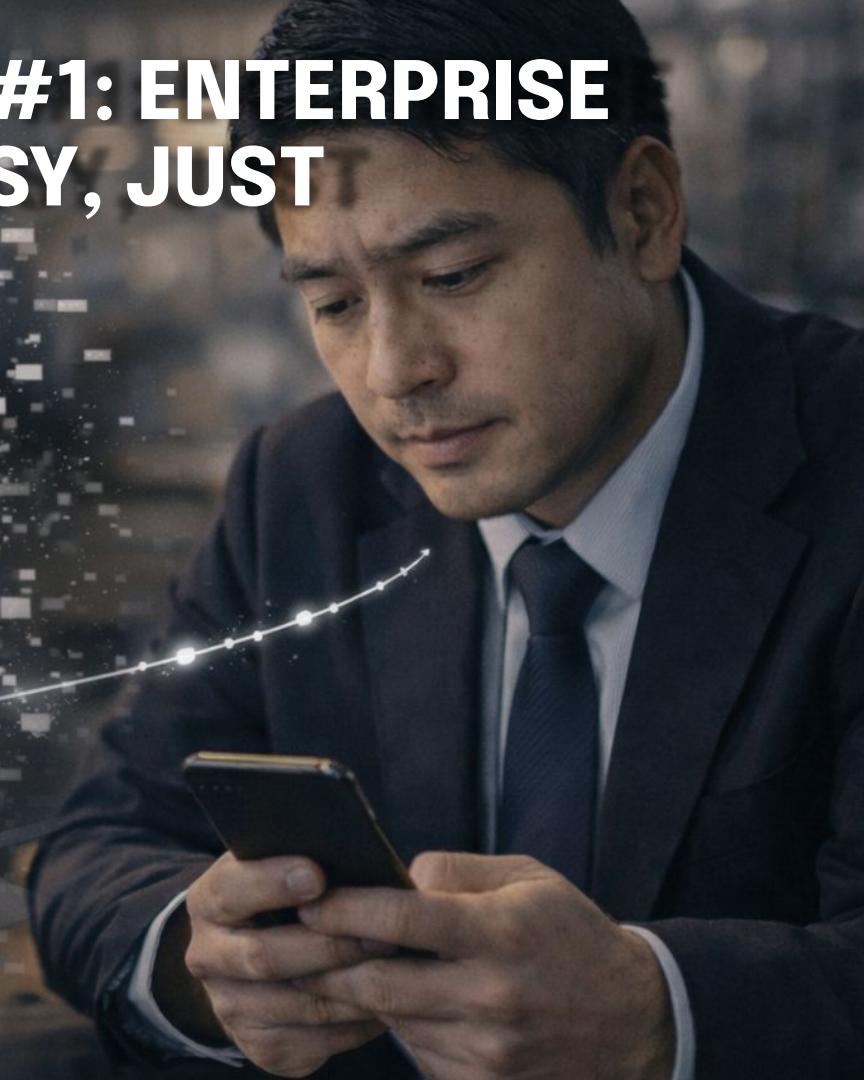
and...

Focus on Safety & Quality

Empowering Our People

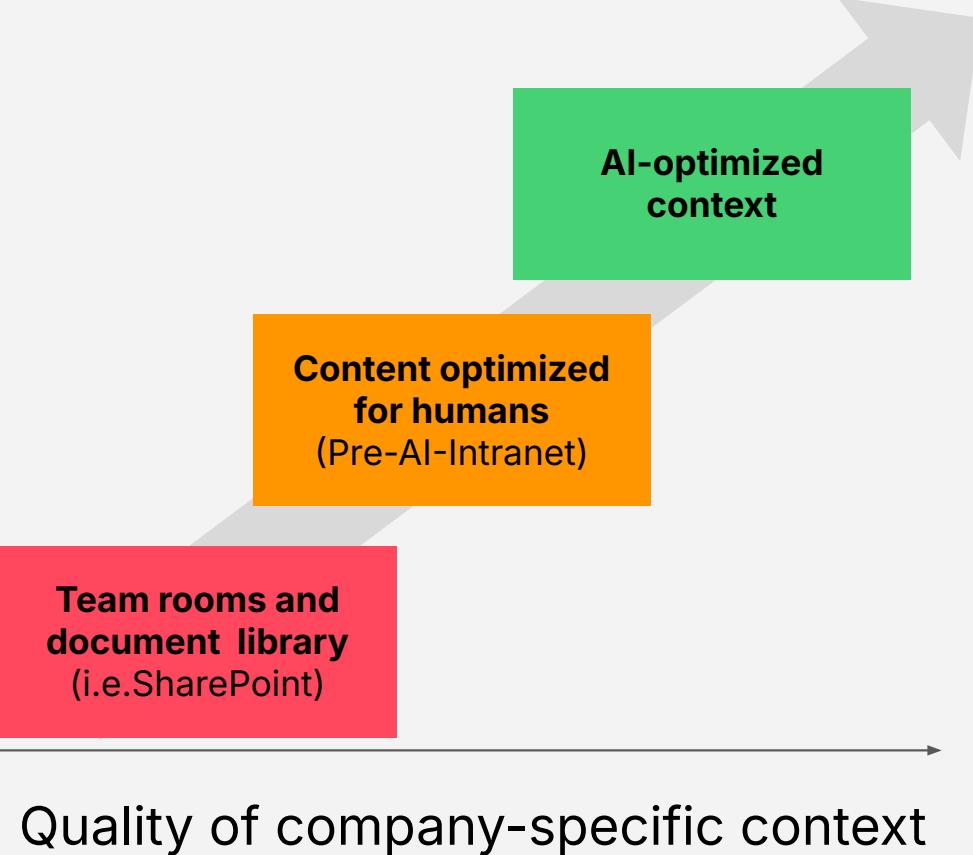
Customer Experience

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AI-QUALITY IS A DIRECT RESULT OF CONTEXT QUALITY

Quality of AI
answers



3 TOP INSIGHTS FOR AI-OPTIMIZED CONTEXT

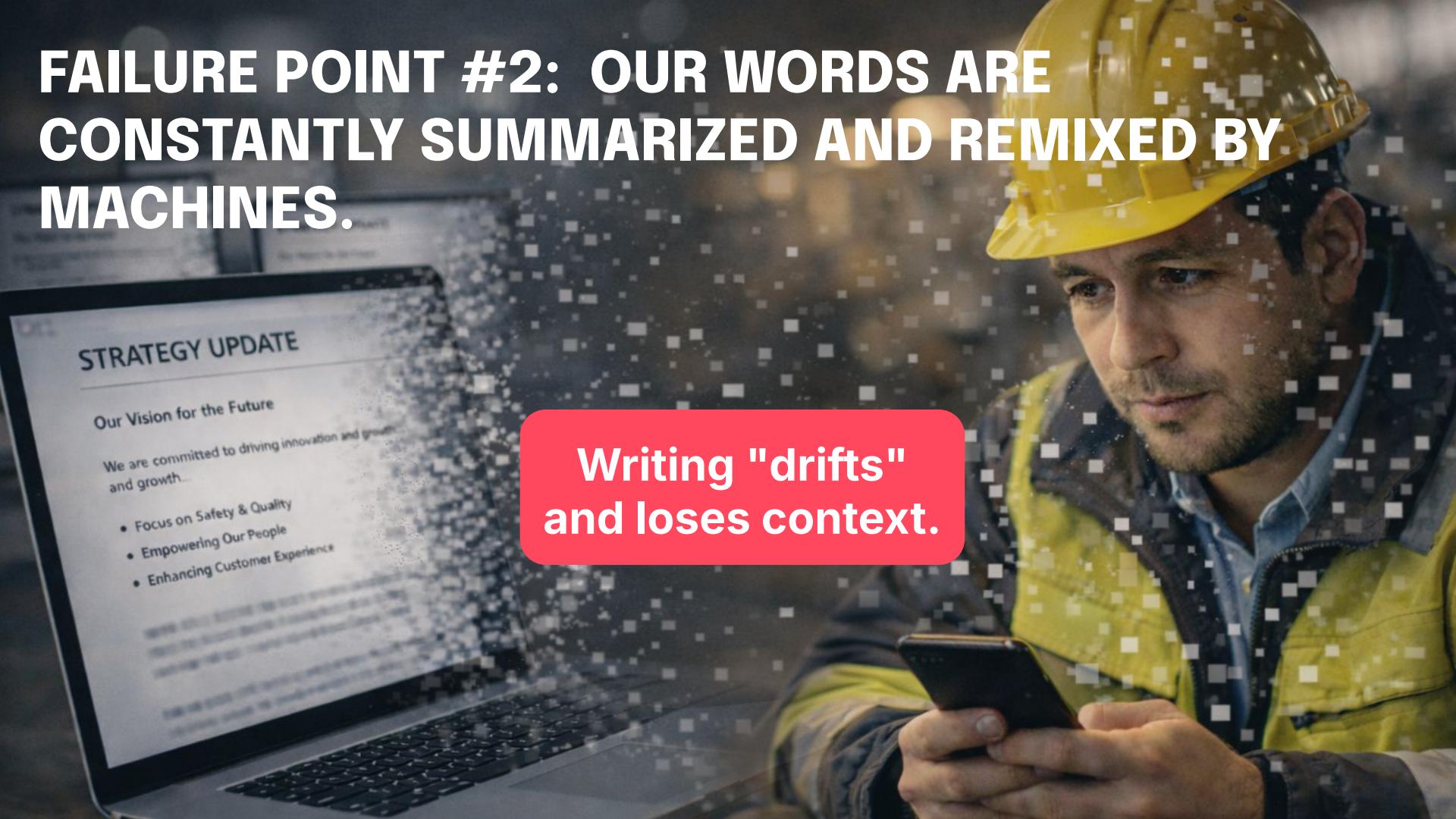
1. **What is an Intranet: from warehouse to front-door**
2. **Don't start with what you have but what you need**
3. **Question and answer belong together - as close as possible**

Search term	All Searches	Trend	Users	Search Results
Staffbase camp	4093	▲ 12%	18	125
AI 🚀	12861	▲ 20%	120	0
QBRs	2180	~-9%	89	63

QUESTION

The **complete answer** should be located very close to the question and not widely distributed on a page or a document.

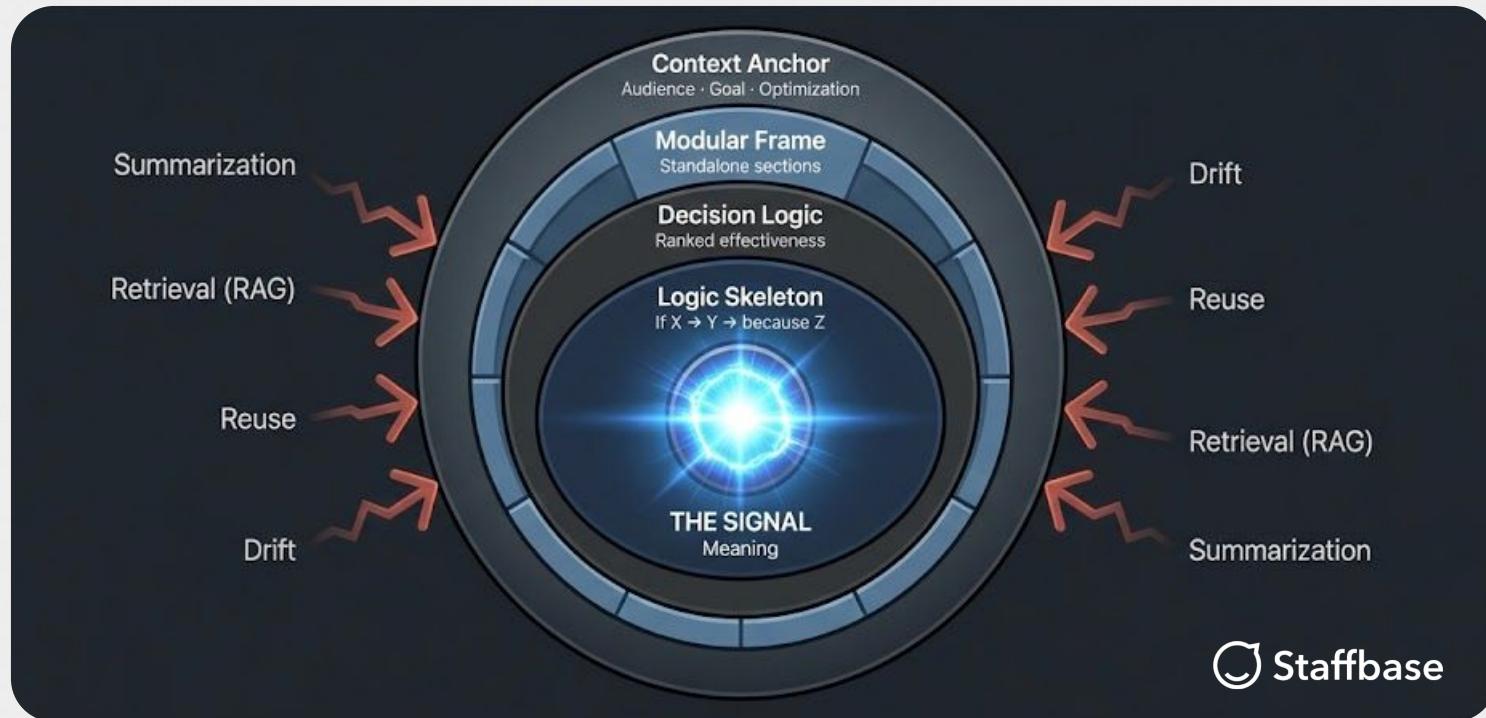
FAILURE POINT #2: OUR WORDS ARE CONSTANTLY SUMMARIZED AND REMIXED BY MACHINES.



Writing "drifts"
and loses context.

DURABLE WRITING™ BY STAFFBASE

MEANING THAT SURVIVES AI



DURABLE WRITING™ EXAMPLES

FRAGILE: "Multi-channel communication is really important today."

This is just an opinion. AI treats it as generic text.

DURABLE: "Email reaches desk workers. The App reaches the frontline. Therefore, for broad reach, a multi-channel setup is required."

This is a logic model: A + B = C. The AI preserves the logic perfectly.

FRAGILE: "We need to do a better job explaining our new strategy update."

The AI summarizes this as a generic sentiment. The core intent is vague.

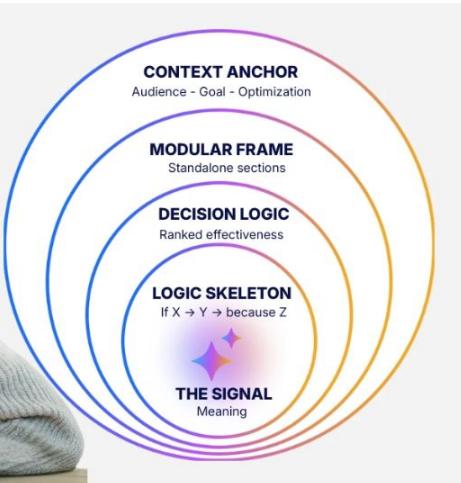
DURABLE: "For employees, the primary goal of this update is to understand exactly what is changing—and what that means for their daily routine."

*The AI (and the human) knows exactly **who** it is for and **why** it matters.*

DURABLE WRITING™ BY STAFFBASE

Durable Writing™: How to make your meaning survive AI

Learn how to protect your core intent from Narrative Drift and get the free Durable Writing Prompt to audit your own texts for AI-stability.



 **Frank Wolf** in AI
Chief Strategy Officer

Published
January 30, 2026

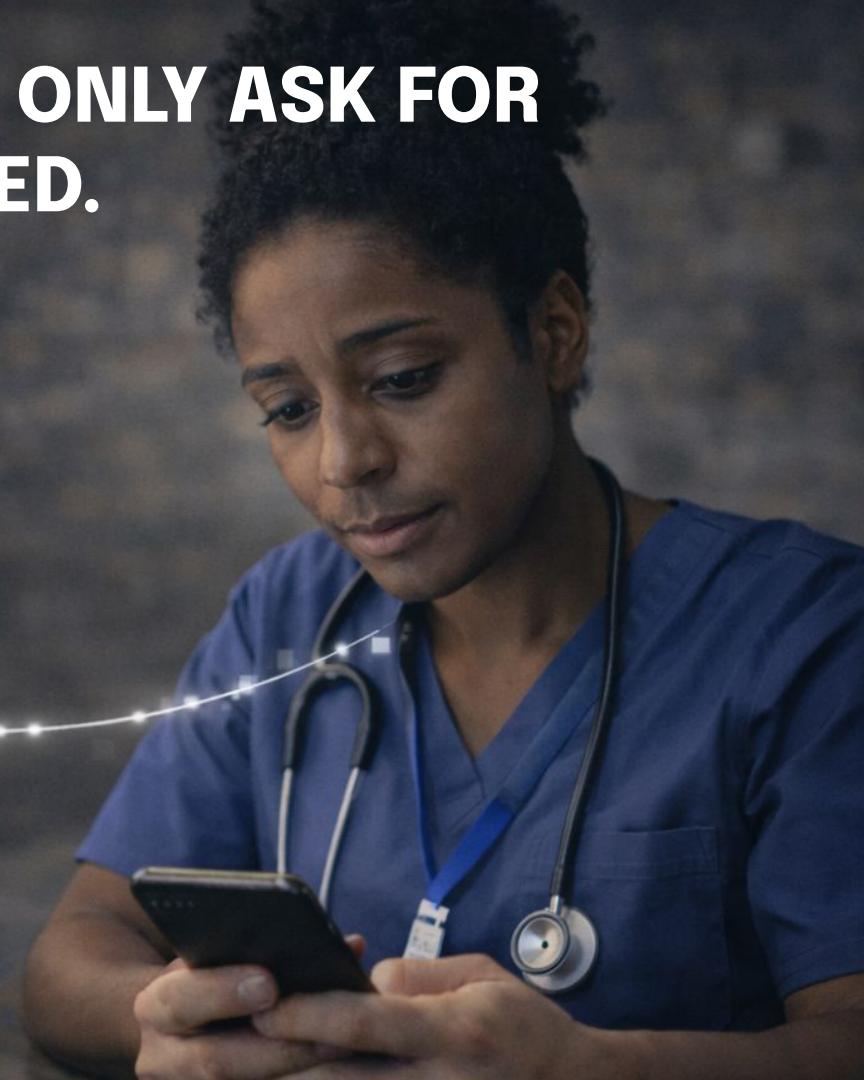
Updated
January 30, 2026

Reading time
4 minutes

Share



FAILURE POINT #3: PEOPLE ONLY ASK FOR WHAT THEY THINK THEY NEED.





Directory

Benefits

Payslips

Learning courses

Health & Safety

Company strategy

Security & Data Protection

Change awareness

PULL (30%)

What employees
ask for

PUSH (70%)

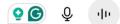
What employees
need to know



ASK THE COMPANY

What's on the agenda today?

+ Ask anything



Not the new intranet

PROACTIVE DELIVERY REMAINS A KEY PRIORITY IN THE AGE OF AI.



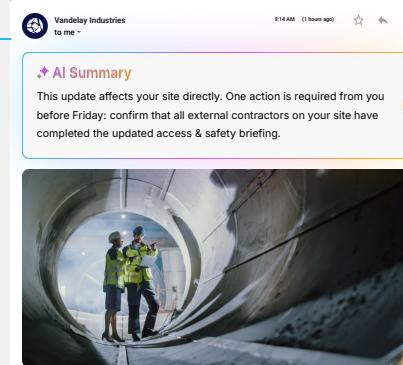
PULL

What employees ask for

PUSH

What employees need to know

A diagram illustrating communication channels. Three blue lines connect the 'PULL' and 'PUSH' sections to three separate boxes. The top box shows a mobile push notification from 'Vandelay Industries' with the message: 'Reminder: New safety protocols policy for Chicago'. The middle box shows an AI summary from 'Tom's Weekly Digest: CW 12' with the message: 'This update affects your site directly. One action is required from you before Friday: confirm that all external contractors on your site have completed the updated access & safety briefing.' The bottom box shows a ServiceNow interface with a news article titled 'We're rolling out new AI guidelines'.



Site access & safety update

Dear Site Managers,

We're introducing updated site access and safety reqs for our sites in EMEA. Starting Monday next week, all

+2.6x Reach

with branded mobile push



THANK YOU!

DURABLE WRITING™
BY STAFFBASE



STRATEGY UPDATE

Our Vision for the Future

We are committed to driving innovation and growth...

- Focus on Safety & Quality

• Empowering Our People

• Embracing Change

FROM CONTENT FACTORIES TO CONTEXT ARCHITECTS: 3 Reasons Why Your Messages Don't Survive AI – And How to Fix It.

